

KDCR Radio Significantly Revamps Programming

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KDCR RADIO SIGNIFICANTLY REVAMPS PROGRAMMING

After 48 years of bringing local news, Christian music, crop and livestock prices, and weather reports to Sioux County residents, Dordt's on-campus radio station, KDCR 88.5 FM, is being reformatted and modernized to better serve listeners and student employees.

The first of the changes was revealed when KDCR relaunched in October, and additional adjustments will be made throughout the upcoming year. This is the station's first significant reformatting since it changed frequencies in 1981.

"KDCR's format changes are designed to cultivate the station's regional support," says John Baas, vice president for college advancement. The roll-out will be incremental. "Over time, we'll refine our delivery of contemporary Christian music; our regional, local, and college news segments; and our local sports broadcasting. And we'll do it from a modernized broadcast platform."

Through these updates, Dordt hopes to create a stronger connection between



JAMIN VERVELDE (99)

Mike Byker will continue to be the voice of Defender sports, but much else about the daily line-up has changed.

its academic programs and the radio station. The changes made to KDCR will create new opportunities for students to get involved in the process of radio broadcasting. Currently, seven students are employed in work-study positions at KDCR. In the future, there will be more opportunities for students to work at the station and apply what they've learned in communication or journalism classes.

Sophomore KDCR employee Jessica Cheney says the reformatting changes,

UPDATES



- KDCR 88.5 has a new jingle and logo.
- No more daily obituaries, daily school lunch menus, long-form community announcements, or three- to four-minute weather reports.
- The new KDCR website provides long-form news, community news, and new online giving apparatuses.
- The studio will continue to host Dordt work-study students and interns, but it will develop new training practicums. New student responsibilities include broadcast format theory, voice recording, audio digital editing, broadcast content evaluation, and live and recorded vocal performance measurements.



HOPE RAMER (17)

particularly the transition from live announcements to pre-recorded announcements, have "made my job a little bit easier."

"I can record something in the time before it airs rather than worry about timing it right and saying everything correctly when we're live," she says.

"I think Dordt students and our radio listeners will appreciate the changes in our weekday lineup," says Cheney. "Now, more music can be played, and extra effort is being taken to choose music that is current and enjoyable for our audience."

LYDIA MARCUS (18)

In the coming months, Dordt's on-campus radio station will continue to modernize its broadcast platform, providing student employees with continued opportunities to learn radio by doing it.